R. J. REYNOLDS TOBACCO USA
Permanent Security Cigarette Package Display Plan

R. J. Reynolds Tobacco USA is pleased to announce the following display plan, effective January 1, 1979, for retail stores which do not display cigarette packages or cartons on self-service merchandisers. This plan terminates and supersedes all prior display plans regarding the aforesaid type of stores.

R. J. Reynolds Tobacco USA will furnish a specially-designed display, with advertising card(s), in which the retailer will continuously maintain an unobstructed permanent security display of cigarettes, carried by the retailer, as selected by R. J. Reynolds Tobacco USA. Brand selection will correspond with advertising card(s) promotional messages which will periodically be changed at the discretion of R. J. Reynolds Tobacco USA.

The retailer will not permit posters, shelf strips, decals, or other advertising, promotional, or informational materials, including those relating to the retailer's own products, to be affixed to any part of the permanent security cigarette package display, except those of R. J. Reynolds Tobacco USA which are a part of or relate to said display.

Payment will be made quarterly on the following basis:

	TOTAL WEEKLY CIGARETTE SALES PER STORE	PAYMENT RATE PER STORE PER YEAR
o.	Over 170 Cartons	$66
p.	100 to 169 Cartons	$45
q.	40 to 99 Cartons	$33
r.	10 to 39 Cartons	$18

All qualifying stores must stock Winston King Size, Salem King Size, and Camel Regular Size.

Retailer will permit R. J. Reynolds Tobacco USA's representatives to make reasonable audits of preformance and to inspect and rotate stocks of R. J. Reynolds Tobacco USA's products in stores under contract.

R. J. Reynolds Tobacco USA will make payment by check as soon as possible. Payments will be made for stores rendering full performance during a quarter, and on a pro rata basis for stores rendering performance for less than one full quarter but more than one calendar month. Retailer will not deduct amounts due under this agreement from invoices due R. J. Reynolds Tobacco USA.

The attached contract will remain in effect unless and until terminated by either party upon written notice delivered to the other. In the event of failure of performance by retailer, this contract may be terminated by R. J. Reynolds Tobacco USA forthwith and without notice.

This offer is extended to R. J. Reynolds Tobacco USA's general display plan that, in the judgement of the Company, is made available on proportionately equal terms to all competing retailers.

If the retailer desires to have a permanent security cigarette package display referred to herein, the attached contract sheet must be signed by the retailer and forwarded to their local R. J. Reynolds Tobacco USA Division Manager for approval and acceptance.

R. J. REYNOLDS TOBACCO USA

BY_____

51857 8567

Master Form
RJR Sales Co.
RJRS Form 4434 - Rev. 7/88

Source: https://www.industrydocuments.ucsf.edu/docs/xghn0000

R. J. REYNOLDS TOBACCO USA

Permanent Security Cigarette Package Display Plan Contract

We/I the undersigned retailer and R. J. Reynolds Tobacco USA, by signing below, thereby agree, for the type plan and stores designated below, to the terms and conditions of R. J. Reynolds Tobacco USA Permanent Security Cigarette Display Plan, dated January 1, 1979, hereby incorporated by reference:

Store Name _____
(TYPE OR PRINT)

Street Address _____

City/State _____ , _____ Zip _____

Call Classification _____

Unit, Division or Region _____

Plan	Number of Qualifying Stores	Total Quarterly Dollar Amount
o.	_____	$ _____
p.	_____	$ _____
q.	_____	$ _____
r.	_____	$ _____

_____
Date Contract Signed

Retailer's Signature _____

_____
Contract Effective Date

Title _____

51857 8568

R. J. REYNOLDS TOBACCO USA

By: _____
(SIGNATURE)

Master Form
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